

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 397 Issue 1



**WSPA-TV**  
250 Internet Blvd.  
Spartanburg SC 29303-0698  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 9575	<b>Campaign Ref:</b> E:063646220
<b>Buyer:</b>	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06364622
<b>Est./PO Number:</b> 06364622	<b>Contract type:</b> Political	<b>Business Type:</b> General
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Jim Davis Sds0*Sp12*	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg Asheville
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning News .....S Isolations: W/C 10/08 .....S	04	275	30 Comme	Nbr of Spots	1	1	275
2	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5	5	750
3	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	1	150
4	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5	5	375
5	M-F 10a Your Carolina M.....	05	75	30 Comme	Nbr of Spots	1	1	75
6	Tue 8p ET / 7p CT NCIS .T.....	04	2500	30 Comme	Nbr of Spots	1	1	2500
7	CBS NFL Today Sun MTWTFSS Isolations: W/C 10/15 .....S	06	225	30 Comme	Nbr of Spots	2	2	450
8	Sun 1p ET / 12p CT NFL On CBS	04	750	30	Nbr of Spots	2	2	1500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					18	4	22	

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 397 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-0698  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 9575	<b>Campaign Ref:</b> E:063646220
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06364622
<b>Est./PO Number:</b> 06364622	<b>Contract type:</b> Political	<b>Business Type:</b> General
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/16	Total	Cost
9	Sat SEC Football .....S	05	750	30 Comme	Nbr of Spots 2		2	1500
10	Sat CBS NCAA Football .....S	04	1000	30 Comme	Nbr of Spots 2		2	2000
<b>Weekly Totals:</b>					18	4	22	
<b>Total Spots(Ord Spots)</b>					18	4	22	

Grand Totals

Totals		Month 10 Weeks: 4	
	10/08		10/15
Spots	22	18	4
Cost	9575	8900	675

Grand Totals:

<b>Spots:</b>	22
<b>Gross Total:</b>	9,575.00
<b>Commission:</b>	1,436.25
<b>Net Total:</b>	8,138.75